



JOSH MANDEL

Revision #: 0 Date: 8/13/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2602
 Media: TV Description: OH US SEN JOSH MANDEL AUG 13-AUG 20
 Product: GENERAL Flight Start Date: 8/14/12 5:00:00 AM
 Market: Cincinnati Flight End Date: 8/20/12 4:59:00 AM

Separation between spots: 30

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Tue 8/14	Wed 8/15	Thu 8/16	Fri 8/17	Sat 8/18	Sun 8/19	Mon 8/20	Total Spots
WKRC-TV													
15	MTuWThF 6:30a-7:00a GD MRN CINN@6	P2 EM	\$800.00	\$680.00	30	0	1	0	0	0	0	1	2
16	MTuWThF 7:00a-8:00a EARLY SHOW	P2 EM	\$400.00	\$340.00	30	0	0	1	0	0	0	0	1
17	MTuWThF 12:30p-2:00p YOUNG&RESTLESS<	P1 DT	\$850.00	\$722.50	30	1	0	0	0	0	0	1	2
18	Su 10:00a-10:30a SUNDAY MRN-CBS	P1 WK	\$1,100.00	\$935.00	30	0	0	0	0	0	1	0	1
19	MTuWThF 5:00p-5:30p LOCAL12 NEWS-5<	P2 EN	\$1,200.00	\$1,020.00	30	1	0	1	0	0	0	0	2
20	MTuWThF 6:00p-6:30p LOCAL12 NEWS-6<	P2 EN	\$1,500.00	\$1,275.00	30	0	1	1	0	0	0	1	3
21	Sa 6:00p-6:30p NEWS	P3 EN	\$400.00	\$340.00	30	0	0	0	0	1	0	0	1
22	MTuWThF 11:00p-11:35p LATE NEWS	P3 LN	\$1,700.00	\$1,445.00	30	1	0	1	0	0	0	0	2
23	Su 11:00p-11:35p LATE NEWS	P3 LN	\$1,700.00	\$1,445.00	30	0	0	0	0	0	1	0	1
244	MTuWThF 6:30a-7:00a GD MRN CINN@6	P2 EM	\$400.00	\$340.00	15	0	0	0	2	0	0	0	2
245	MTuWThF 5:00p-5:30p LOCAL12 NEWS-5<	P2 EN	\$600.00	\$510.00	15	0	2	0	0	0	0	2	4

Bookends



MANDEL

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Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Total Spots
						8/14	8/15	8/16	8/17	8/18	8/19	8/20	
WKRC-TV													
246	MTuWThF 6:00p-6:30p LOCAL12 NEWS-6<	EN	\$750.00	\$637.50	15	2	0	0	2	0	0	0	4
247	MTuWThF 11:00p-11:35p LATE NEWS	LN	\$850.00	\$722.50	15	0	2	0	2	0	0	2	6
300	MTuWThF 7:00a-8:00a EARLY SHOW	EM	\$200.00	\$170.00	15	2	0	0	2	0	0	0	4
301	MTuWThF 12:30p-2:00p YOUNG&RESTLESS<	DT	\$425.00	\$361.25	15	0	0	2	0	0	0	0	2
Total Spots:						7	6	6	8	1	2	7	37
Total Cost:			\$30,150.00	\$25,627.50									
Total													
AUG 12			\$30,150.00	\$25,627.50									37

Signature: _____

Disclaimer:



Summary by Station/System

4413510

Date: 8/13/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2602
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Product: GENERAL Flight Start Date: 8/14/12 5:00:00 AM
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Separation between spots: 30

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKRC-TV	37	\$30,150.00	100%	\$25,627.50	100%
Market Total:	37	\$30,150.00		\$25,627.50	

ORDER

Orders	Order / Rev:	49040
	Alt Order #:	
	Product Desc:	Oh Sen Aug 13-20
	Estimate:	2602
	Flight Dates:	08/14/12 - 08/20/12
	Original Date / Rev:	08/13/12 / 08/13/12
	Order Type:	GENERAL

Agency	Name:
	Buying Contact:
	Billing Contact:
	7669 Stagers Loop
	Delaware, OH 43015

Advertiser	Josh Mandel fo Ohio US Senate
Name:	
Demographic:	HH
Product Codes:	US Senate
Priority:	P-2
Revenue Codes:	AGY, POL-CAND, GEN

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	26	\$30,150.00	\$25,627.50	0.00
Totals	26	\$30,150.00	\$25,627.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	33%	\$30,150.00
Market	100%	\$91,363.64

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	0%	\$0.00
WCPO	30%	\$27,409.09
WLWT	9%	\$8,222.73
WSTR	6%	\$5,481.82
WXIX	22%	\$20,100.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	08/15/12	08/20/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM 1-1----	:30	2	\$800.00	P-2	✓	0.00	NM	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 08/13/12	08/19/12	--1-----✓	1	\$800.00	0.00							
		Week: 08/20/12	08/26/12	1-----✓	1	\$800.00	0.00							
N 2	WKRC	08/16/12	08/16/12	CBS This Morning	CM	7:00 AM-8:00 AM ---1----	:30	1	\$400.00	P-2	✓	0.00	NM	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 08/13/12	08/19/12	---1----✓	1	\$400.00	0.00							
N 3	WKRC	08/14/12	08/20/12	Soap Rotator	CM	1230p-2p ✓ 11-----	:30	2	\$850.00	P-1	✓	0.00	NM	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 08/13/12	08/19/12	-1-----✓	1	\$850.00	0.00							

Order / Rev:	49040	Advertiser:	Josh Mandel fo Ohio US Senate
Alt Order #:		Product Desc:	Oh Sen Aug 13-20
Flight Dates:	08/14/12 - 08/20/12	Estimate:	2602

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 3	WKRC	08/14/12	08/20/12	Soap Rotator Soap Rotator	CM	1230p-2p 11-----	:30	2	\$850.00P-1		0.00	NM	2	\$1,700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 08/20/12		08/26/12		1-----	1	\$850.00	0.00								
N 4	WKRC	08/19/12	08/19/12	CBS Sun Morning CBS Sun Morn News	CM	10:00 AM-10:30 AM-----1 (10:00 AM-10:30 AM)	:30	1	\$1,100.00P-1		0.00	NM	1	\$1,100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 08/13/12		08/19/12		-----1	1	\$1,100.00	0.00								
N 5	WKRC	08/14/12	08/16/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:00 PM-5:30 PM -1-1- (5:00 PM-5:30 PM)	:30	2	\$1,200.00P-2		0.00	NM	2	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 08/13/12		08/19/12		-1-1- -----	2	\$1,200.00	0.00								
N 6	WKRC	08/15/12	08/20/12	6p Local 12 News at Six 6p Local 12 News at Six	CM	6p-630p 1-11- (6p-630p)	:30	3	\$1,500.00P-2		0.00	NM	3	\$4,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 08/13/12		08/19/12		--11- -----	2	\$1,500.00	0.00								
Week: 08/20/12		08/26/12		1-----	1	\$1,500.00	0.00								
N 7	WKRC	08/18/12	08/18/12	6pm Local 12 News Sat 6pm Local 12 News Sat	CM	6p-630p -----1- (6p-630p)	:30	1	\$400.00P-3		0.00	NM	1	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 08/13/12		08/19/12		-----1-	1	\$400.00	0.00								
N 8	WKRC	08/14/12	08/16/12	11p M-F Local 12 News 11p M-F Local 12 News 11	CM	11p-1135p -1-1- (11p-1135p)	:30	2	\$1,700.00P-3		0.00	NM	2	\$3,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 08/13/12		08/19/12		-1-1- -----	2	\$1,700.00	0.00								
N 9	WKRC	08/19/12	08/19/12	11p Sa-Su Local 12 Nws 11p Sa-Su Local 12 Nws 11	CM	11p-1135p -----1- (11p-1135p)	:30	1	\$1,700.00P-3		0.00	NM	1	\$1,700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 08/13/12		08/19/12		-----1	1	\$1,700.00	0.00								
N 10	WKRC	08/17/12	08/17/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM ----1- (6:30 AM-7:00 AM)	:15	1	\$800.00P-2		0.00	BK	1	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 08/13/12		08/19/12		-----1--	1	\$800.00	0.00								
N 11	WKRC	08/15/12	08/20/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:00 PM-5:30 PM 1-1- (5:00 PM-5:30 PM)	:15	2	\$1,200.00P-2		0.00	BK	2	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 08/13/12		08/19/12		--1-----	1	\$1,200.00	0.00								
Week: 08/20/12		08/26/12		1-----	1	\$1,200.00	0.00								
N 12	WKRC	08/14/12	08/17/12	6p Local 12 News at Six 6p Local 12 News at Six	CM	6p-630p -1-1- (6p-630p)	:15	2	\$1,500.00P-2		0.00	BK	2	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 08/13/12		08/19/12		-1-1- -----	2	\$1,500.00	0.00								
N 13	WKRC	08/15/12	08/20/12	11p M-F Local 12 News 11p M-F Local 12 News 11	CM	11p-1135p 1-1-1- (11p-1135p)	:15	3	\$1,700.00P-3		0.00	BK	3	\$5,100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 08/13/12		08/19/12		-1-1- -----	2	\$1,700.00	0.00								
Week: 08/20/12		08/26/12		1-----	1	\$1,700.00	0.00								
N 14	WKRC	08/14/12	08/17/12	CBS This Morning CBS Morning News	CM	7:00 AM-8:00 AM -1-1- (7:00 AM-8:00 AM)	:15	2	\$400.00P-2		0.00	BK	2	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 08/13/12		08/19/12		-1-1- -----	2	\$400.00	0.00								
Week: 08/20/12		08/26/12		1-----	1	\$400.00	0.00								
N 15	WKRC	08/16/12	08/16/12	Soap Rotator Soap Rotator	CM	1230p-2p -----1- (1230p-2p)	:15	1	\$850.00P-1		0.00	BK	1	\$850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 08/13/12		08/19/12		---1----	1	\$850.00	0.00								
Totals														26	\$30,150.00

Totals